

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/800,887-Conf. #1929
				Filing Date	March 15, 2004
				First Named Inventor	Lester K. Chu
				Art Unit	3696
				Examiner Name	J. A. Anderson
				Attorney Docket Number	66703-0016
Sheet	1	of	4		

[illegible]

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
	BA**	WO-00/04190	01-27-2000	Maxygen Inc et al.		

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ** CITE NO.: Those document(s) which are marked with an double asterisk (**) next to the Cite No. are not supplied because they were previously cited by or submitted to the Office in a prior application relied upon in this application for an earlier filing date under 35 U.S.C. 120. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

IDS (Citation) by Applicant (31 References)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4).

Dated: June 30, 2009

Electronic Signature for Charles A. Bieneman: /Charles A. Bieneman/

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/800,887-Conf. #1929
				Filing Date	March 15, 2004
				First Named Inventor	Lester K. Chu
				Art Unit	3696
				Examiner Name	J. A. Anderson
Sheet	2	of	4	Attorney Docket Number	66703-0016

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CA**	Non-Final Office Action dated 3/30/09 in U.S. Serial No. 11/180,136. (27 pages)	
	CB**	Tomaiuolo, N.G., et al., "Maximizing Relevant Retrieval," Online, Vol. 22, No. 6, pp. 57-60, November/December 1998.	
	CC**	Dzilna, D., "Publishers Fight Declines in Web Advertising CPMs," Folio: the Magazine for Magazine Management, Vol. 28, No. 3, p. 70, March 1999.	
	CD**	Anon., "Search Tools -- Hotrate Those Replies," Information World Review, March 1, 2000.	
	CE**	Anon., "Google Comes out Ahead," Link-up, vol. 17, No. 5, pp. 1, 12, September/October 2000.	
	CF**	Mahanta, V., et al., "BT Dotcom," Business Today (India), April 7, 2001.	
	CG**	Weidlich, T., "Search Engine Marketing Revving up," Catalog Age, Vol. 19, No. 12, pp. S3, S13, November 2002.	
	CH**	Ojala, M., "Google Views the Present, Future," Information Today, Vol. 20, No. 1, pp. 1, 48+, January 2003.	
	CI**	Schut, J.H., "AutoFact '91: News in CAD/CAM, CIP & Rapid Prototyping," Plastics Technology, Vol. 38, No. 1, p. 21, January 1992.	
	CJ**	Anon., "Google Launches Self-Service Advertising Program; Google's AdWords Program Offers Every Business a Fully Automated, Comprehensive and Quick Way to Start an Online Advertising Campaign," Business Wire, October 23, 2000.	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ** CITE NO.: Those document(s) which are marked with an double asterisk (**) next to the Cite No. are not supplied because they were previously cited by or submitted to the Office in a prior application relied upon in this application for an earlier filing date under 35 U.S.C. 120.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO <h2 style="text-align: center;">INFORMATION DISCLOSURE STATEMENT BY APPLICANT</h2> <p style="text-align: center;"><i>(Use as many sheets as necessary)</i></p>				Complete if Known	
				Application Number	10/800,887-Conf. #1929
				Filing Date	March 15, 2004
				First Named Inventor	Lester K. Chu
				Art Unit	3696
				Examiner Name	J. A. Anderson
Sheet	3	of	4	Attorney Docket Number	66703-0016

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CK**	Hansell, S., "Clicks for Sale; Paid Placement Is Catching on in Web Searches," New York Times, late Edition, p. 1, column 2, June 4, 2001.	
	CL**	Anon., "Northern Light Teams with Search4Science, University of Pennsylvania," Information Today, Vol. 18, No. 7, p. 24, July/August 2001.	
	CM**	Woods, W., "Internet Update," Newsbytes, January 17, 2002.	
	CN**	Anon., "Google Introduces New Pricing for Popular Self-service Online Advertising Program; Highly Targeted Text-based Ads Complement Google's Objective Search Results," Business Wire, February 20, 2002.	
	CO**	Fleishman, G., "Technology Briefing Internet: Google Ads Ad Options," New York Times, Late Edition, p. 7, col. 5, February 21, 2002.	
	CP**	Rajghatta, C., "US Voices Its Concern over Violence in Gujarat," Times of India, April 17, 2002.	
	CQ**	Anon., "Google Does Well Despite Not Taking Paid Placements," Secured Lender, Vol. 58, No. 2, p. 80, March/April 2002.	
	CR**	Ostrom, M.A., "New Web Portal Has Text-only Ads MyWay Seeks to Lure Visitors from Bolder Sites Such as Yahoo," San Jose Mercury News, Morning Final Edition, page 1C, October 29, 2002.	
	CS**	Anon., "Advertisers Attack Google over Adwords Enhancement," New Media Age, p. 3, October 16, 2003.	
	CT**	"Citysearch.com" (as archived on archive.org)	

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/800,887-Conf. #1929
				Filing Date	March 15, 2004
				First Named Inventor	Lester K. Chu
				Art Unit	3696
				Examiner Name	J. A. Anderson
Sheet	4	of	4	Attorney Docket Number	66703-0016

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CU**	Response to Non-Final Office Action dated 3/30/09 in U.S. Serial No. 11/180,136. (12 pages)	

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.